



UNITED STATES
POSTAL SERVICE®



**MAILERS TECHNICAL
ADVISORY COMMITTEE**

UNITED STATES POSTAL SERVICE®

Informed Delivery Webinar MTAC Workgroup #174

**Wednesday, June 22, 2016
11:00 a.m. to 12:00 noon EST**



- ❑ Welcome and Workgroup Overview
- ❑ Issue Statement review
- ❑ Informed Delivery™ Overview
- ❑ Resolution Statement review
- ❑ Q&A

Workgroup Overview

❑ Sponsors

- Industry: Steve Colella
- USPS: Gary Reblin

❑ Co-Chairs

- Industry: Jody Berenblatt
- USPS: Carrie Bornitz

❑ Area of Focus

- Product Development

❑ Workgroup Timeline & Members

- Expected Date of Completion: NLT March 31, 2016
 - ◆ Extended to May 20, 2016 to finalize work product

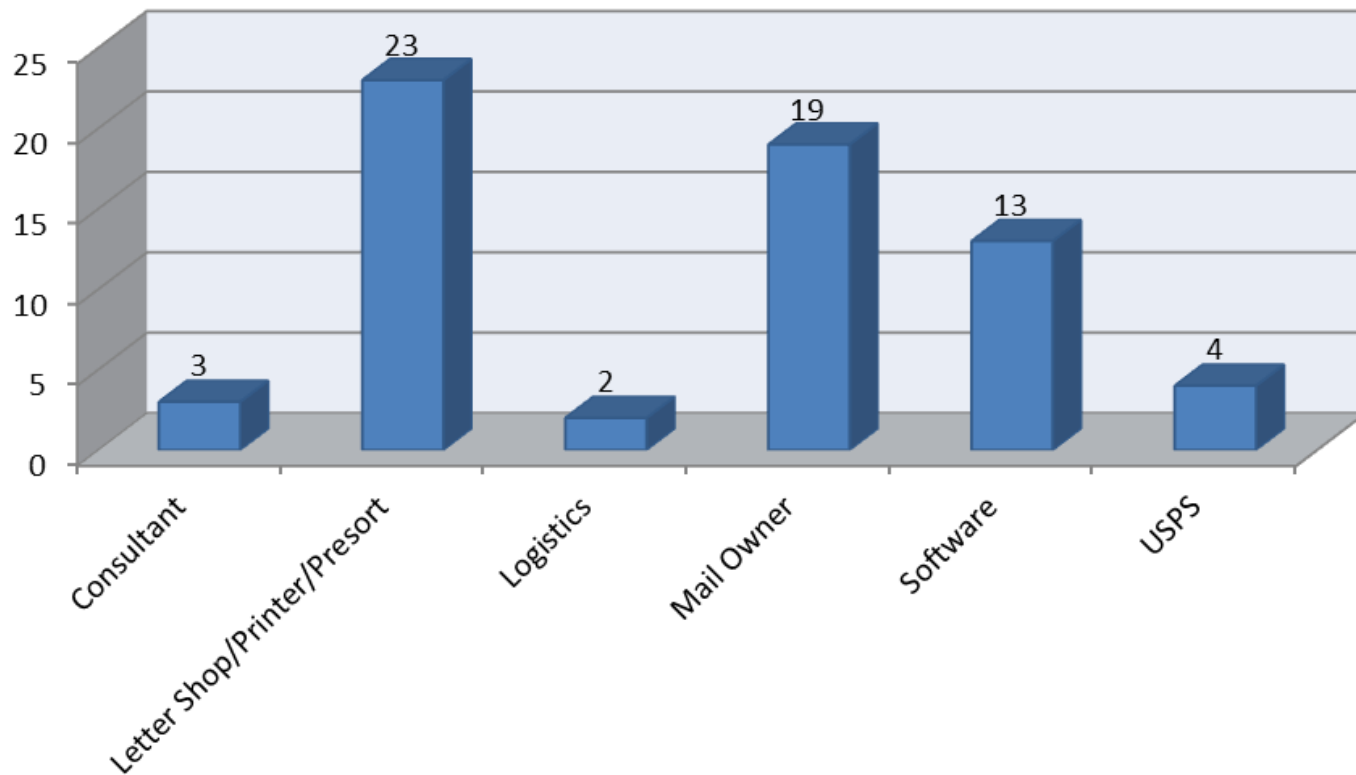


Jody Berenblatt



Carrie Bornitz

MTAC WG 174 - INDUSTRY REPRESENTATION





Workgroup Overview

#	First Name	Last Name	Company
1	Danielle	Aleman	Wilén Direct
2	Angelo	Anagnostopoulos	GrayHair Software, Inc.
3	Maria	Appenzeller	Publishers Clearing House
4	Steve	Belmonte	AccuZIP
5	Jody	Berenblatt	GrayHair Advisors
6	Carrie	Bornitz	USPS
7	Lisa	Bowes	Intelisent
8	Watt	Bryan	RR Donnelley
9	Roger	Burgett	Bank of America
10	Chuck	Chamberlain	NCG
11	Alfie	Charles	Pitney Bowes
12	Stephen	Colella	The Calmark Group
13	David	Coleman	USPS
14	Rich	Domagala	Mystic Logistics
15	Sam	Edelston	Boardroom, Inc
16	Kevin	Elkin	RR Donnelley
17	Angel	Ellis	DOT
18	Jerry	Faust	Time Inc.
19	Rose	Flanagan	Data-Mail Inc.
20	Lee	Garvey	Click2Mail
21	Sharon	Harrison	AT&T Services
22	Jim	Hess	Independent Consultant
23	Danielle	Hobart	Mystic Logistics
24	Charley	Howard	Harte Hanks
25	Lynda	Hurley	The Dingley Press
26	Rachelle	Korland	Sterling Jewelers, Inc.
27	Paul	Kovlakas	Pitney Bowes
28	Steve	Krejci	Pitney Bowes, Presort Services
29	Richard	Kropski	Arandell
30	Alice	Manack	Times Printing Co. Inc.
31	Tom	McKelvey	AT&T Marketing
32	Jim	Morton	IT Postal Solutions
33	Daniel	Myrum	Pitney Bowes, Presort Services
34	Trista	Niswander	Our Sunday Visitor
35	George	Papadopoulos	Condé Nast

#	First Name	Last Name	Company
36	Dylan	Purse	BCC Software
37	Anita	Pursley	RR Donnelley
38	Randy	Randall	AT&T
39	Mark	Rheaume	AccuZIP
40	Zy	Richardson	USPS
41	Rachel	Richman	AT&T Marketing
42	Mark	Riffey	WindowBook
43	Bob	Rosser	IWCO Direct
44	Kurt	Ruppel	IWCO Direct
45	Kevin	Sack	Pitney Bowes
46	Daron	Showalter	USPS
47	Tracy	Sikes	Quad/Graphics
48	Wendy	Smith	Publishers Clearing House
49	John	Stark	Condé Nast
50	John	Stifter	ImpactConnects
51	Mike	Tate	Bank of America
52	Ben	Thompson	4imprint
53	Phil	Thompson	Quad/Graphics
54	Robert	Wesholski	Farmers Insurance
55	John	Whittington	Time Inc.
56	Anita	Wood	Satori Software
57	Lisa	Wurman	Quad/Graphics
58	Emily	Zwyghuizen	Farmers Insurance
59	David	Mastervich	HP Enterprise Svcs, US Public Sector
60	April	Clark	CAS Inc
61	Leo	Kluger	IBM
62	Rob	Mazzella	Publishers Clearing House
63	Deborah	Wall	Pitney Bowes
64	Brian	Bowers	Bell and Howell
65	Dave	Lewis	Snailworks
66	Bob	Schimek	Satori Software
67	Judy	Kalus	PB/Trackmymail.com
68	Brandon	Clark	RR Donnelley
69	Mindy	McClellan	Discover
70	Elizabeth	Turnbull	Pitney Bowes

Friday meetings held via WebEx from 12:00 noon – 1:00 p.m. EST

- Weekly subgroup meetings held on Tuesdays at Noon.

- Telecom Meeting Dates
- MTAC, USPS HQ/Washington DC
- Subgroup Meeting Dates

VA Pilot
May 2014

September 2015

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

October 2015

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November 2015

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29	30					

NY Pilot
Fall 2015

December 2015

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January 2016

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31						

February 2016

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28	29					

NPF
Announcement
March 2016

March 2016

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April

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24	25	26	27	28	29	30

May

Su	Mo	Tu	We	Th	Fr	Sa
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22	23	24	25	26	27	28
29	30	31				

Issue Statement Review



Issue Statement

- ❑ The Postal Service will be expanding the operational pilot program for an informed delivery APP, currently available in select ZIP Codes in Northern Virginia, to the New York City metro area, including a portion of CT
 - This expansion will take place in the fall of 2015 & continue into early 2016
 - USPS is seeking input and feedback from MTAC, which the Postal Service will consider along with other inputs, if the service is expanded beyond NY, CT, and VA
- ❑ The following items should be considered for discussion:
 - The vision and criteria for success of the program
 - Functionality that could be added to an informed delivery APP
 - Methods for mailers to provide digital materials to the Postal Service
 - Methods for mailers to view response rates from an informed delivery APP
 - General concerns about this digital service offering in relation to the relevance of hardcopy mail, security, subscriber or mailer exclusions, etc.
- ❑ Impact on Other Issues/Procedures
 - During the pilot phase of this program, the integration to provide interactive mailer content will be done manually
 - ◆ If this service is expanded nationally, we expect changes to systems that would support an automated interface
 - ◆ This could include changes to Postage Statements, Mail.dat files, etc.
 - Gain industry insight and input related to impacts and concerns in these areas

Desired Results: The Work Group will provide input and feedback that the Postal Service will utilize and consider if the service is expanded beyond the pilot areas in NY, VA, and CT.



Issues/Concerns Identified

#	Issue
1.0	Postal Inspection Service - Surveillance Program/Mail Covers
2.0	Do NOT Mail
3.0	USPS and Industry Critical Success Factors
3.1	Impact on Response Rates
4.0	Timing / Content Discrepancies
4.1	Data Reliability
5.0	Identity Validation Process
6.0	Data Security
7.0	Consumer Pilot Selection Process
8.0	Mailer Pilot Selection Process
9.0	Flats Participation
10.0	Change of Address Process
11.0	Feedback Loop
12.0	Suppression of Images
12.1	Suppression of Images
12.2	Suppression functionality for mail pieces
13.0	Mail Moment Impact
14.0	Integration with Postal One
15.0	Non-Automation Mail

An Issue Log was created at workgroup inception to help frame the weekly meetings and to help record key recommendations related to each issue.

Detailed information is contained in the weekly workgroup minutes, posted on MITS.

Due to the importance of fully evaluating different approaches to analyzing Critical Success Factors (3.0), Response Rates (3.1) and the Feedback Loop (11.0), a small subgroup was created that would better inform the overall workgroup recommendation.



Key Takeaways

- ❑ Workgroup 174 met results with one exception: did not explore “Methods for mailers to view response rates from an informed delivery APP”
- ❑ General concern is that national rollout of the Informed Delivery™ program was premature (prior to WG completion)
- ❑ USPS will respond to specific workgroup recommendations and indicate progress or status of recommendations
 - This initial feedback is requested within 6 weeks of final recommendation
 - Recommendations are broken down into 3 prioritization groups...
- ❑ The WG co-chairs recommend an Informed Delivery™ User Group
 - Meet monthly to facilitate feedback on recommendations, updates on program development, and identify new issues
 - In the absence of a User Group, the recommendation is that a quarterly Informed Delivery™ webinar be provided



Informed Delivery™ Overview

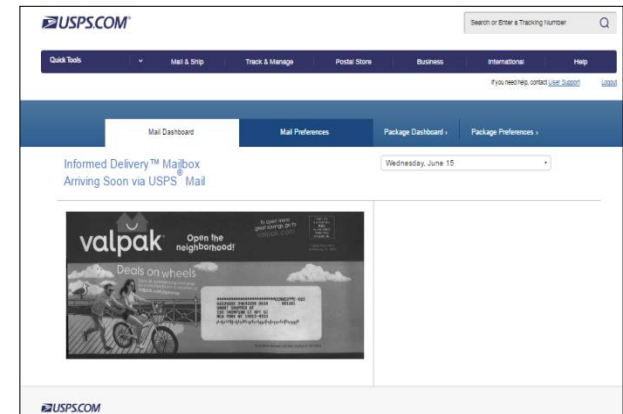
... a pilot consumer-facing service that enhances hardcopy mail delivery by providing consumers daily mail images via email or an online dashboard



MyUSPS™ App



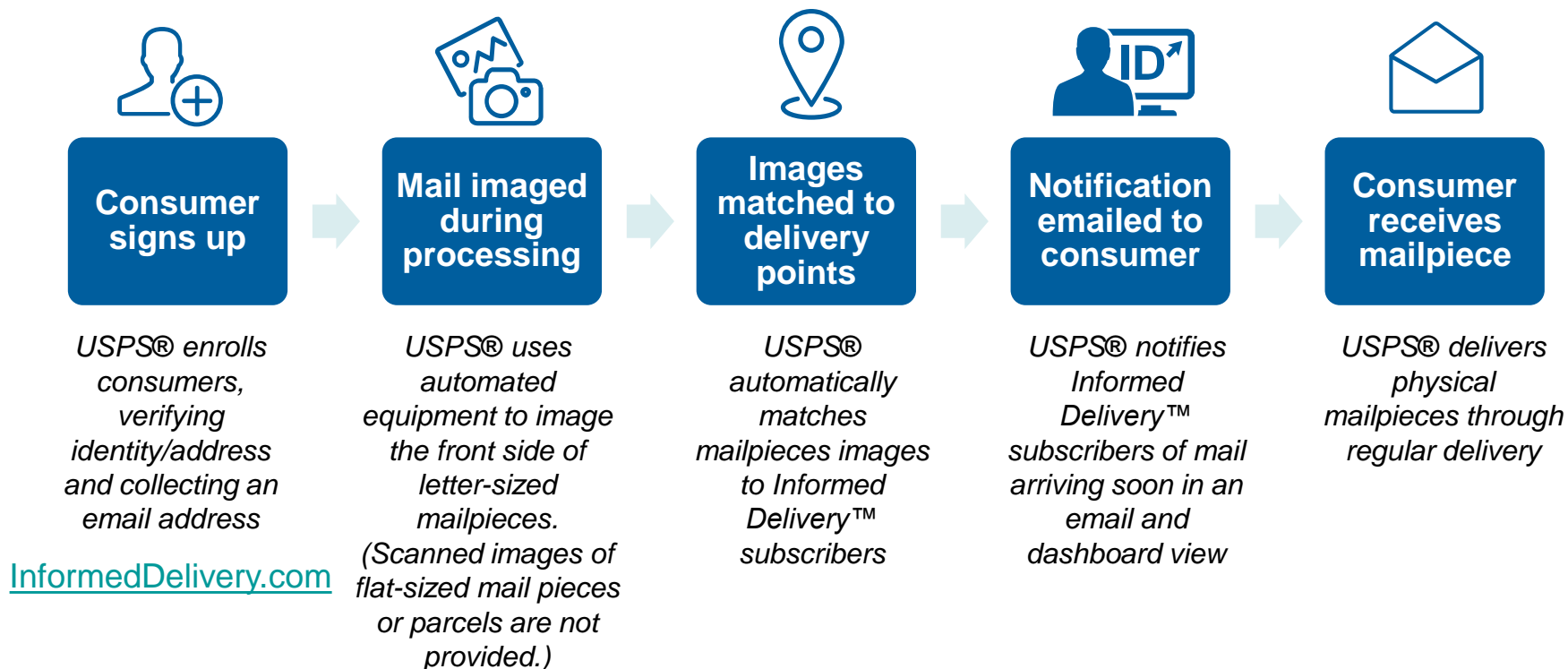
Consumers receive a morning **email that includes scanned images of the front exterior** of incoming letter-sized mailpieces.



May include **color images and interactive content** from participating Marketers (Letters or Flats).

Informed Delivery™ integrates hardcopy mail and digital marketing, providing multiple impressions and interactivity for subscribers

Informed Delivery™ leverages existing mail imaging processes to provide subscribers with a morning digital preview of mail arriving soon



Just like your physical mailbox, service is provided at a household level, based on a delivery point address. Multiple residents can enroll.



Sample Informed Delivery email



Informed Delivery™

Arriving Soon via USPS® Mail

6/15/2016

The information below contains images of the letter-sized mail that will be arriving soon.*

Look for opportunities to interact with your mail where mailer provided content is available!

To limit the size of this email, only the first ten pieces of mail will be shown. The rest can be accessed on your dashboard by clicking the below link:

[Go to your Informed Delivery™ Mailbox](#)



Informed Delivery Daily Digest

Inbox

USPS <USPSInformedDelivery@usps.gov>
to me

**Sample from Jody's
6/15/2016 Informed
Delivery email**

**Note the physical
mailpiece is addressed to:
Smart Shopper. The
delivery point barcode
enables the match to the
Informed Delivery
subscriber.**

**A hypothesis... “It is likely
that any of the advertisers
in the valpak envelope
could benefit from a link
with the mailpiece
image... “**



Footer of Informed Delivery email

FASTER. SIMPLER. SMARTER.

Watch us deliver.



 **USPS.COM**

*These images represent mail pieces that are sorted on USPS® automated equipment. Some of your mail may not be shown here.

You subscribed to this service with USPS® New Products & Innovation, PO Box 23972, Washington DC 20026-3972.

If you no longer wish to receive daily email notifications, [unsubscribe here](#).

If you need support, please visit [user support for Informed Delivery™](#).

For more information about this service, please visit [general information about Informed Delivery™](#).

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This is an automated email, please do not reply to this message. This message is for the designated recipient only and may contain privileged, proprietary, or otherwise private information. If you have received it in error, please delete. Any other use of the email by you is prohibited.



Subscribers Love Informed Delivery™

Informed Delivery™ subscribers indicate increased satisfaction with mail delivery due to the enhanced convenience, visibility, and accessibility



Convenience & Early Action

subscribers see preview of mail in the morning prior to mail delivery

“It is convenient to learn **what mail will be waiting for me** so I can react appropriately.”



Visibility & Security

subscribers see mail image via email and can also view a weekly mail archive

“It enables you to be aware of what to expect in your mailbox.”



Access While Away

subscribers can view their mail from anywhere, even when their mail is on hold

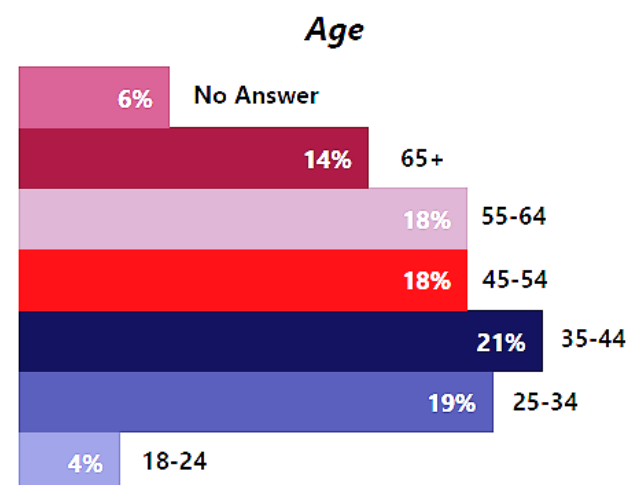
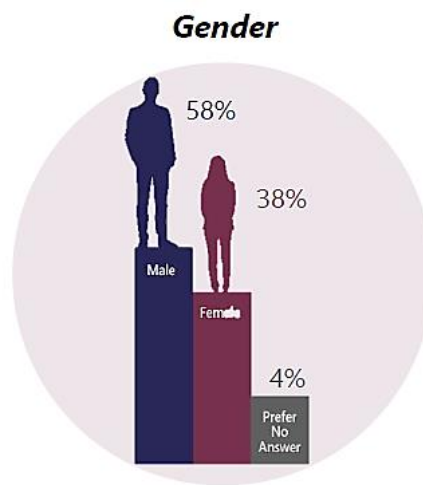
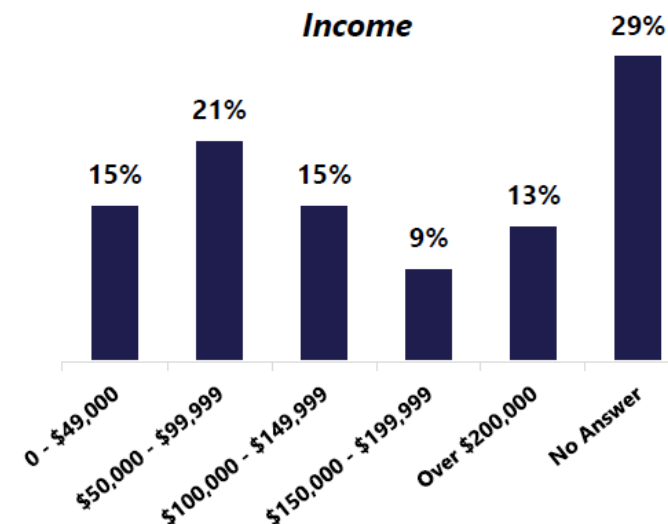
“Since I travel a lot, this service allows me to **check-in on mail** that may require my immediate attention.”

Source: New York Pilot Survey, February 2016

97% of subscribers are likely to continue using Informed Delivery™ and 88% would recommend Informed Delivery™ to friends, family, and colleagues

Who are These Subscribers?





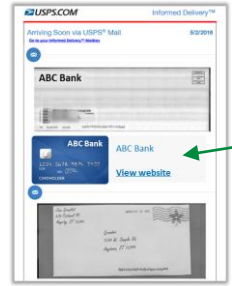

Informed Delivery™ subscribers are from all walks of life and fit into many different age and income ranges. **~10K** subscribers were invited to partake, **~5500** responded



Seven out of ten subscribers indicated they are less likely to miss important mail; **42%** live in apartments, **13%** live in condos/townhouses; **35%** live in single family homes,

Mailer/Marketer Opportunity – Letter Mail

Automated letter mailings will get a digital touch point to subscribers, and Marketers can enhance that touchpoint with customized, interactive content

Scenarios	What do consumers/subscribers see?		Benefits
1. Mailing as usual	Non-Subscriber Physical mailpiece 	Informed Delivery - Enrolled Subscriber Email  Grayscale scanned mail image + Physical mailpiece 	<ul style="list-style-type: none"> ➤ Marketing gets additional impression for subscribers via email or dashboard ➤ Consumer gets convenience of digital preview of physical mail
2. Marketer provides digital content to USPS	Non-Subscriber Physical mailpiece 	Informed Delivery - Enrolled Subscriber Email  Marketer provided color image and URL + Physical mailpiece 	<ul style="list-style-type: none"> ➤ Marketer gets additional impression for subscribers via email or dashboard ➤ Marketer option to put custom image in place of or below mailpiece image ➤ New digital postal channel response via URL ➤ Measureable data insights



Pilot Process & Expansion Strategy

80,000+ pilot subscribers are enrolled in Informed Delivery™ in Northern VA and NY/CT. The subscriber base will grow significantly through national expansion.



*Spring
2014*

*Winter
2015*

*Fall
2016*

*2017 and
beyond*

Initial Pilot

Expansion

	Northern Virginia	New York Metro	DC Metro	National
Launch Date	Spring 2014	Winter 2015	Fall 2016	Early 2017
ZIP Codes™	201, 220-223, 226-227	066, 069, 100-119	200-203, 205-212, 214-232, 244	Deployment Sequence TBD
Users	10,000+	70,000+ ; 400,000 by Fall 2016	Projected: ~400,000+	Projected: ~15 Million



In 2016 and early 2017, USPS® will enhance service capabilities, expand geographic reach, and accelerate subscriber acquisition through integration with My USPS®

Resolution Statement Review

Group 1 Recommendations

❑ Issues 12.0 – 12.2:

- USPS should modify the program architecture from All Mail to a subset of the Mail in order to allow business Mailers to Opt-Out
 - ◆ For First-Class transaction mailers, the fact that the USPS is going digital could encourage more digital adoption (and less hard copy mail)
 - ◆ For advertisers, will an email preview reduce response rates for mail because the physical print quality and tactile allure are pre-empted?
 - ◆ A mailer Opt-Out solution (vs. Opt-In) is in the best interest of the program.
- Significant concern about increased activity at the call center
- Modify program from Household based to Individual Level
 - ◆ Eliminate the ambiguity in delivering the mailpiece image based on the delivery point barcode rather than the combination of the individual and the delivery point barcode.
 - Companies mailing personally identifiable information see risk in delivering a digital image of the mailpiece to household (individuals other than to whom the mailpiece is addressed).



❑ Issue 13.0:

- USPS to set up systems to measure, report & mitigate a decline in mail volume
- Study unintended consequences of accelerated decline in Mail Volume, including mailpiece weight, and number of pages where relevant, ultimately impacting profitable revenue.
 - ◆ Appendix D provides a structure for this type of measurement.
- Update USPS definition of Mail Moment to reflect Digital Strategy
- Include Informed Delivery™ in future Household Diary Study

❑ Issue 5.0:

- Prior to national rollout, USPS needs well-defined automated routine for ongoing identity validation.
 - ◆ Action Taken: USPS implementing a FCM letter sent to address of record, provides recipient a code in the letter to unsubscribe to the program
- Finalize the SOP if an account was set up fraudulently

❑ Issue 10:

- USPS should integrate COA with Informed Delivery™.
- If/when the subscriber moves to a delivery point address that is not eligible, they would be de-activated based on the COA effective date.
 - ◆ Action Taken: USPS has begun work on a COA solution that will integrate COA with a user's USPS.com profile. This will trigger either the transfer or removal of Informed Delivery™ service based on the destination address.
- Fill the gap for Informed Delivery participants who move and do not put in a change of address
 - ◆ USPS should send consumers with an ACS email notice
 - “We think you moved and didn’t file a COA”. Notification that due to move, your Informed Delivery service will be turned off.
 - ◆ Explore a solution at the carrier level. Carrier is aware that after a certain number of days, that the mail has not been collected. Ultimately the mail either follows the resident or it gets returned to the sender – based on the carrier action.



❑ Issues 9 & 15:

- USPS should consider implementing a process where carrier route bundles are included in the Informed Delivery™ system so mailer campaigns can run interactive campaigns on this mail
- Solution for flats that do not get an automated piece scan
 - ◆ Currently images are not captured for flats. The scan event is captured from the FSS, which allows a mailer to conduct an interactive campaign (and/or provide a replacement image).
 - ◆ This functionality does NOT exist for carrier route bundled flats. The large majority of flats do not get a direct piece scan, the potential of Informed Delivery as an additional marketing channel or value add service to advertisers will be extremely limited for flats mailers if a solution is not implemented.
 - Action Taken: Bundle scans are part of USPS nesting visibility strategy. USPS anticipates that the bundle scan latency requires a look upstream to see if the bundle scan prior to arrival at the carrier unit can populate the campaign image scans on real-time basis.

□ Issue 2:

- Collaborate in creating Do-Not-Mail coalition to mitigate risk of new legislation
 - ◆ Service allows people to preview their mail electronically. It is likely that some participants will request the ability to suppress unwanted mailings.
 - Although not contemplated in the existing design of the program, it may re-kindle interest in the pursuit of federal or state legislation to create a “Do Not Mail” Registry
 - ❖ Would have devastating impacts on the USPS, the U.S. economy, the mailing community and consumers
 - In the last 2 years, state legislators in 5 states have (unsuccessfully) proposed legislation to create state “Do Not Mail” registries and more than 18 states and 4 cities have considered legislation on this subject in the last decade.
 - ◆ In anticipation of calls for “Do Not Mail” registries, be prepared to provide statistics regarding the importance of mail and the critical role the USPS plays in business operations, invoicing, payments, shipping, and marketing
 - Collaborate with industry to prepare materials that can be used to respond to inquiries about suppression of mail and educate interested parties on the logistical, economic and consumer ramifications of “Do Not Mail” registries at all levels.
 - Postal Service should assist industry associations, postal labor organizations and mailing industry leaders in understanding the issue.
 - To the extent permitted, the Postal Service should help educate policy makers and coalitions who become active on this subject.

❑ Issue 6.0:

- USPS should use encryption best practices and standards to protect the system and data.
 - ◆ Prior to national rollout, CISO should conduct security review of pilot protocols & report back to MTAC re: compliance so that MTAC members can share with their security depts.
- Share what USPS personnel has access to the consumer emails and why (customer support, tech, carriers, Sales, Postmaster's, etc.).
- Provide a detailed Privacy Policy document for the program/service
 - ◆ Share with the workgroup members and Mailer's corporate privacy offices
 - ◆ Should use Privacy best practices and prepare for these practices to evolve in future

❑ General:

- Clearly communicate that service is driven by hardcopy mailpiece - technically USPS could trigger images that are not derived by a hardcopy mailpiece
 - ◆ Consumers will not be able to "refuse" their images in their email and, ultimately, stop the mail piece from being delivered
- Share data on 11 Digit delivery point level for both pilot and post-pilot

❑ Monetization

- USPS has presented the investment to support a national rollout is minimal.
 - ◆ Costs include: personnel to manage program, equipment modifications to capture and route mailpiece images, email software & customer care.
- Informed Delivery program costs should not be baked into institutional costs
 - ◆ The success or failure of the program ought to be driven by the market
 - ◆ USPS should develop a consumer pricing strategy.
 - At some tipping point a consumer pricing strategy should be implemented
 - for example, premium services such as a customer wants a mailpiece forwarded to them
- Pricing Interactivity
 - ◆ Mailers do not currently have a choice as to whether or not their mailpiece images are included in the email preview provided to consumers.
 - ◆ In the Opt-Out scenario pricing should start with the URL interactive link
 - The USPS is using the scanned image for letters and currently requires Flats to provide an image. To be fair to both letter and flat mailers, the mailpiece image is the baseline.
 - Introduce pricing to facilitate interactivity.

Group 2 Recommendations

❑ Issue 14:

- Mail.dat file capability to apply Ride-Along Color Image and/or URL links by IMb and/or MID level.
 - ◆ Mail.xml requirements still need to be defined and scheduled for programming
 - ◆ Action Taken: Additional content now enabled by IMb. Mail.dat capability effective Jan 2017.
- Need an Alternative File Format for non-Mail.dat users (such as First-Class Continuous Mailers), is defined and can be used as a contingency plan for PostalOne! outages
 - ◆ USPS needs to automate the proposed alternate file format process (portal/website that is not PostalOne!).
 - See workflows in Appendix A (next slide).
- USPS should implement an API (Application Program Interface) that will allow post-campaign data transmission back to the mailer.
- USPS should define a technical solution with STID for letters and flats that could provide an on-piece solution that would be of value to some mail owners.
 - ◆ Example: STID might Opt-Out or indicate there is a URL to use for a campaign. USPS needs to make a final business decision on this and share with mailers by updating the Service Type Identifier (STID) Table.

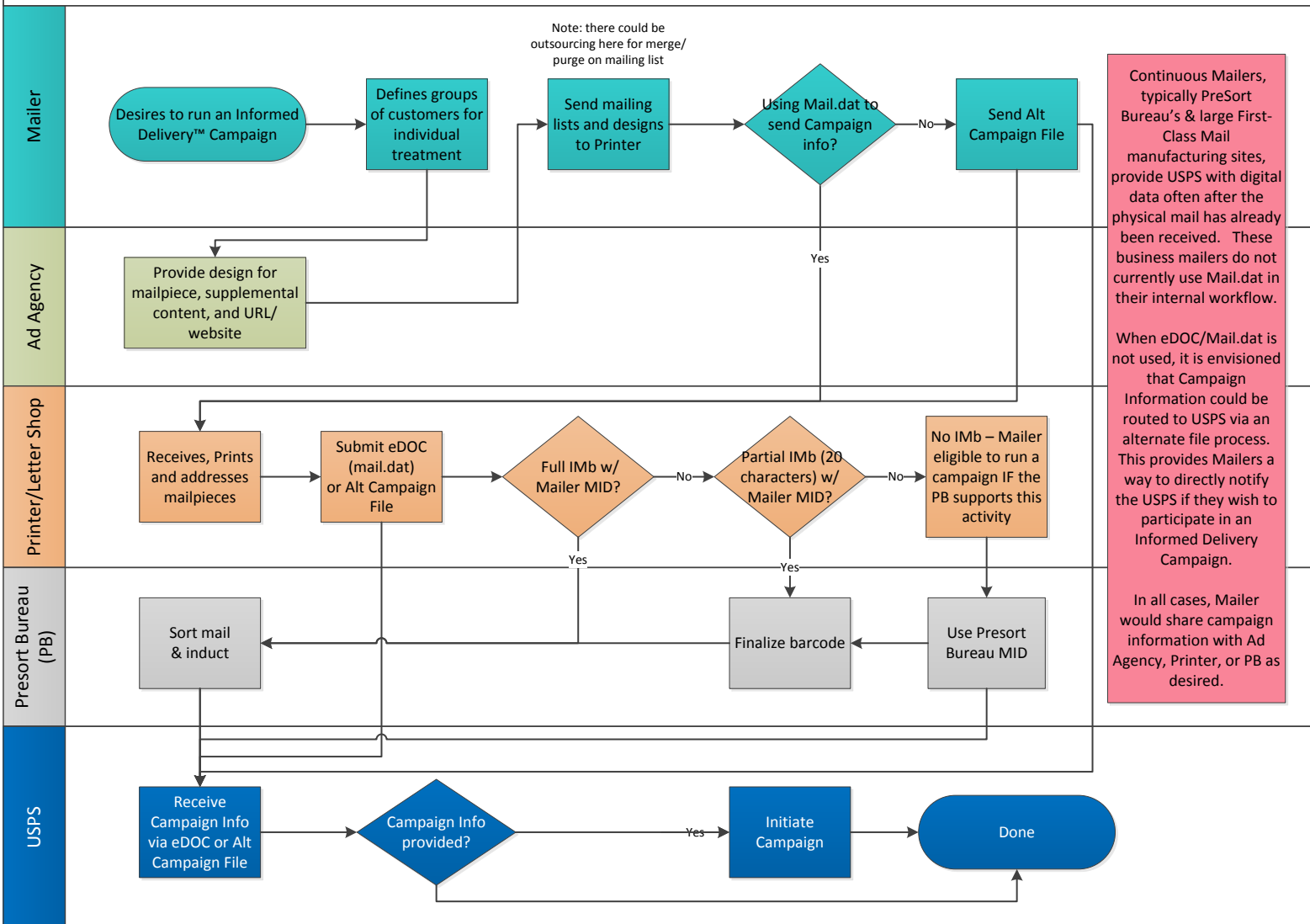


Appendix A - Commingled Mail Flows Alternate File Format

Informed Delivery™ - Mailer Campaign Flows – w/PostalOne! Integration – DRAFT – V6_031616

Group 2

Note: The LH column represents all possible participants in the Supply Chain. In some cases, a single entity would provide multiple service (such as someone providing both Printer and Presort Bureau services, etc.)





❑ Issues 4.0, 4.1:

- Quantify scope of timing discrepancies between email preview & physical mail delivery, understand the root cause(s) and minimize / close the gap; improving consistency in delivery performance.
 - ◆ Action Taken: USPS added a clarifying statement on the daily notification email that not all images are included and not all mailpieces may be delivered on the same day as the image.
 - Has resulted in a significant decline in missing mailpiece inquiries/complaints
 - ◆ USPS has included detailed information in their FAQs and in the daily email notifying customers on whom to contact within the USPS if they are unclear of a delivery/discrepancy problem.
 - ◆ Continue work to include carrier route bundles, EDDM, and saturation mail in Informed Delivery™.
 - USPS should initiate discussions with saturation mailers to monitor mailer concern that mailings not in the program get less attention/ less response.
- USPS should continue to track and investigate customer complaints to identify root cause and work to mitigate systemic discrepancy issues
 - ◆ Share information with mailers for their review and alignment
 - ◆ Mailers should track customer mail discrepancy issues in their call centers to identify any delivery issues and share back with the USPS



❑ Issue 10:

- USPS to use government resources rather than rely exclusively on an Equifax authentication process.
 - ◆ Example: Identity validation that is based on a valid driver's license or passport.
 - ◆ Maintenance: Account is frozen if license/passport is not updated.
- USPS ought to undertake a national campaign to improve the number of individuals and businesses that file a Change of Address
- USPS ought to undertake an effort to uniquely delivery point code all addresses in the United States so that all addresses are eligible to participate
- Consider integrating automation for Hold Mail and Premium Forwarding Service.
Example: equipment could hold out mail for carrier; customer could have ability to pick a piece out and expedite delivery.

❑ Issue 11:

- The workgroup defined the fields used in the pilot campaign and post-campaign files
 - ◆ Including providing as an automated data transaction (perhaps similar to the IMb tracing capability), the delivery point barcode, date and time of the email delivery, etc.
- File formats were also recommended for long term use, including feedback elements such as IP address and device type
 - ◆ See Appendix C for full details

□ Issue 3.1:

- USPS will share open/click rates/response rate information for campaigns to MTAC after workgroup closes & program has readable results.
- The workgroup reviewed best practices in statistical measurement to come up with a framework that could be used for testing purposes.
 - ◆ Examples:
 - Understanding that early results will provide a compelling story vs. statistically valid results
 - A/B tests will be used to show the difference in responses between test and control groups. Some examples are provided below.
 - Measure existing vs. future volumes, page sizes (if applicable), and/or weights of the mail type categories listed based on each of the bulleted items: 1st Class Letters, 1st Class Cards, 1st Class Flats, STD Letter, STD Card, STD Flat, PER Flat
 - ❖ B&W Image
 - ❖ Full Color Image
 - ❖ Image w/Purl or clickable button
 - Potential value of measuring the placement of the image in the email.
- Details of the Response Rate discussions are in Appendix D

Group 3 Recommendations

❑ Issues 1.0, 6.0:

- USPIIS ought to use mail images in investigations, help with fraud or theft cases, etc.; improve the effectiveness of the Mail Covers program.
 - ◆ Action Taken: The USPIIS was presented with this information and agreed that this might complement the covers program.
- USPS needs to consider what will be done in instances of court order protection.
- USPS should explore how there could be indicators of a “trusted provider” within the email
 - ◆ The MID could be the indicator of this, for example

❑ Issue 11:

- Mailers also expressed an interest in having a more circular feedback loop
 - ◆ Whereas detailed information related to customer contact via the USPS should be shared with the mailer (via an automated mechanism)

❑ General

- Provide share and/or notification buttons on dashboard & in daily notification email - for the consumer/subscriber to:
 - ◆ Recommend friend / relative to sign up for Informed Delivery
 - ◆ Indicate missing mail in their daily notification or dashboard. USPS will access this information internally to identify operational and delivery improvements.
 - ◆ Allow routing of a mailpiece image to report an issue to the Postal Inspection Service for investigation.

USPS & Industry Critical Success Factors

❑ Critical Success Factors (Issue 3.0)

- Team started with set of CSF's identified by USPS
 - ◆ Updated and/or added items as necessary
- The criteria for success and the definition and measurement of critical success factors was expanded by the workgroup based on data driven marketing principles.
 - ◆ These are further detailed in the sub-workgroup product, which was provided as Appendix B



Appendix B – Critical Success Factors

Category	Metric	Tracking System	Method	Indicator	Baseline	Goal	Notes/Comments (In Progress indicates measurement is already underway in some form.)	Origin
Marketing & Acquisition	Registered User Count	Customer Registration	Track User Registration (Net Users Activated)	Net Registered Users	New	10% of HH population (as an initial base)	In Progress. The goal for NY/CT was 600K HH. This was not obtained, however, original UA plans, from which these numbers were derived, were not used. UA was halted in February to address and solve email processing issues.	Original USPS Goal
Marketing & Acquisition	Cost Per User Acquired & Activated	Customer Registration	Net User Registration by Channel/Campaign v Acq. Cost	Cost spent in marketing/ number of users	National standards	<\$7.50 CPUAA, Aggregate	In Progress. USPS used information gathered in the NoVA and NY/CT pilot to support vision of launching service nationally in 2017. Need to continue to monitor costs as additional UA is completed and new and/or more costly media channels are used.	Original USPS Goal
Consumer Experience, Behavior, Retention	User Retention Rate	Customer Registration	Number of Unsubscribes, All Reasons	All Unsubscribes As % of Net Activated (over time), based on enrollment only, not usage.	NoVA and New	>90% Users Retained After Activation (based on # months)	In Progress. USPS used information gathered in the NoVA and NY/CT pilot to support vision of launching service nationally in 2017. Recommend keeping "source" of customer acquisition.	Original USPS Goal
Consumer Experience, Behavior, Retention	Customer Issues	FormSite, ICCC	Number of Customer Inquiries & Issues divided by Total Active Users & By Total Email Enabled Users.	All inquiries and issues reported, by category, in stable environment	NoVA and New	Less than .2% of users p/week	In Progress. USPS used information gathered in the NoVA and NY/CT pilot to support vision of launching service nationally in 2017. Active User = total enrolled (with full access). Email Enabled User = user that has opted in to get emails. NY/CT as of early April 2016: 68K Active Users, 34K Email Enabled Users. Approximately 27K emails are sent daily (79%). Daily email open rate of 70%. Average customer support inquiries per week = 115. $115/68K=.17$; $115/34K=.34$; $115/27K=.43$; $115/19K=.61$. Note, as of 5/6, for the past 4 weeks, the average weekly inquiry rate was 81.	Newly Proposed Goal



Appendix B – Critical Success Factors

Category	Metric	Tracking System	Method	Indicator	Baseline	Goal	Notes/Comments (In Progress indicates measurement is already underway in some form.)	Origin
Consumer Experience, Behavior, Retention	Other Customer Feedback	Surveys & Customer Focus Groups	Push Surveys	User Survey – Qtr 1, CY16	NoVA and New	Statistically Valid Results, 2-4 surveys per year	In Progress. USPS used information gathered in the NoVA and NY/CT pilot to support vision of launching service nationally in 2017. WG recommends ongoing surveys and comparative surveys to measure same groups over time. Carry to distribute the actual survey questions conducted in the first survey.	Original USPS Goal with Proposed Edits
Consumer Experience, Behavior, Retention	Email Open Rates	ID Application	Number of unique emails opened daily for USPS vs. publicly available industry information	Standard email reporting	NoVA and New	To meet or exceed marketplace performance for open rates.	In Progress. Measure over time and include time to open. Based on a "subscriber" type email vs. unsolicited. Would be more comparative to opening general email accounts vs. opening a particular email within an email account. Consider looking at other government agency open rates and monitor in relation to template changes.	Newly Proposed Goal
Consumer Experience, Behavior, Retention	Click Through Rates	ID Application	Number of total and unique click throughs in total and by mailer	Tracking beacon.	NoVA and New	Monitor over time to see increase, decrease, or changes.	In Progress. Measure over time, including time to click through. Consider number of click throughs available, compared to total number of emails sent with link. Do comparison with USPS and Mailer, where possible, to confirm accurate dataset. Consider changes in technology and format that could impact this area.	Newly Proposed Goal
Consumer Experience, Behavior, Retention	Impact on Mail Moment	NA	Consumer and/or Mailer feedback	NA	NA	Generate a "new" definition of the Mail Moment	Pending. Recommend tie in to HH Diary study. 04/19/16: use new definition to help measure going forward. Example, amount of time viewed in a browser. Unique opens, unique click-throughs, etc. Overall consumer behavior in digital realm. Could tie in OIG study with neuro-science study. How does (or does) this redefine mail in general? Can be measured differently in digital world vs. hardcopy world. Understand from both marketing and non-marketing standpoint. Professor Dimoka (Temple University). Measuring and reporting the effect of this would be conveyed in the items above and below. Measure and report by class and type of mail (advertising vs. billing). Measure ramp up in electronic adoption.	Newly Proposed Goal



Appendix B – Critical Success Factors

Category	Metric	Tracking System	Method	Indicator	Baseline	Goal	Notes/Comments (In Progress indicates measurement is already underway in some form.)	Origin
Mailer Participation & Results	Mailer Response Rates	Digital Response Tracking Systems (USPS + Mailer)	A/B Test/Control Split Tests, by Mailer	Variance between Test & Control; 10-12 Tests	NoVA, existing industry standards, individual mailer #'s	Statistically valid data, => volumes	Pending. Incremental and cumulative over time, include time to respond, not just response rate. Monitor trends. Consider security issues, such as hackers, etc. Have some type of mitigation plan for significant negative impacts. Need to review at different levels (type of mail - letters/flats and classes of mail).	Original USPS Goal with Proposed Edits
Mailer Participation & Results	Mailer ROI	Mailer	A/B Test/Control Split Tests	Variance between Test & Control; 10-12 Tests	NoVA and New	Statistically Valid Data	Pending. Ideally, Mailer would measure response rates for Informed Delivery subscribers separately from Informed Delivery non-subscribers.	Original USPS Goal
Mailer Participation & Results	Impact on Mail Volume	USPS and Mailers	USPS Mail Volume Reports	Difference between existing vs. new mail volumes (+/-)	New	No adverse impact or increased volumes	Pending. How to tell general impacts vs. impacts related to ID, by Mailer, viewed over time, considering prior trends. To the extent that it is possible to measure how much of the hard copy decline is due to "natural" digital diversion vs. the specific result of the Informed Delivery program.	Newly Proposed Goal
Mailer Participation & Results	USPS ROI	USPS	USPS Revenue Reports	Revenue from the channel	New	New revenue stream	Pending. Need to consider product in market place, people already in the business of providing digital and marketing intelligence, consider both Mailer and USPS marketplace, likelihood to invest in new USPS channel. What's in it for the USPS? New revenue channel, volume retention or growth. Create a goal for the value to the USPS and measure against it. Consumer adoption may not be a business goal? Creating an audience is an asset - you can sell to marketers. Example: retain business customers paying postage by increasing impressions and reactions to mail. What is the # that proves value? Offsetting lost opportunity (digital natives, etc.) Formulate and measure against business value. Keep mail relevant. Baseline = other generations.	Newly Proposed Goal

- ❑ **Thanks to the MTAC WG 174 members!**

- ❑ **Our team members provided valuable insight**
 - Spent 8 months and had 50+ meetings discussing relevant issues
 - Many recommendations from the WG have already been implemented

- ❑ **USPS next steps will be focused on completing open action items, reviewing, and implementing recommendations**
 - Expect next readout in mid-August 2016

Q&A

Appendix C



Appendix C – Summary of Feedback Loop

- ❑ WG discussions largely related to a national launch of the program as directed in our workgroup goals and charter, however, recommendations related to the pilot program were documented as well
 - Focused on information provided to the USPS from Mail Owners and vice versa

- ❑ There are 3 main components related to interactive campaigns
 - Pre-Campaign
 - Campaign
 - Post-Campaign



Appendix C – Summary of Feedback Loop

❑ Pre-Campaign File (*Optional*)

- Provided to USPS by Mail Owner
- 11D Delivery Point Barcodes of Mailing List

❑ USPS will cross reference file against Informed Delivery™ subscriber list

❑ USPS will provide an aggregate response indicating how many customers are in both the Mail Owner list and USPS list

- Will also be used by USPS to validate operational functionality and to compare against post-campaign data
- Could serve as the basis for proceeding with a campaign

11D DPBC

06601240216

06913468020

10057606837

10152586868

10252957523

10325892761

10420689175

10583557676

10686726107

Appendix C – Summary of Feedback Loop

❑ Campaign File

- Provided to USPS by Mail Owner
 - ◆ Contains data elements that are used to activate a campaign against mailpieces – provided manually today
 - This does not address the format of the mail.dat file
 - ◆ Includes IMb serial number option – as requested by the WG

Interactive Content Campaign File - Informed Delivery™	
	Required items below to be completed by Mailer or Designated MSP/Representative
Date Submitted:	
Submitted By:	
CRID:	
Mailer ID (MID) On Piece:	
Mailer Name:	
Campaign Code:	
Campaign Title:	
Campaign Start Date:	
Campaign End Date:	
Campaign Type:	
IMb Serial/Sequence Start:	
IMb Serial/Sequence End:	
URL:	

Image(s):	Image(s) can be placed below, be provided in the Image Placeholder Tab, or as an attachment to the email submission.
Ride Along	Replacement



Appendix C – Summary of Feedback Loop

❑ Post-Campaign Files

- Mail Owner to USPS: Sub workgroup discussed the types of information that mailers would provide back to USPS to help measure response rates and program success
- USPS to Mail Owner: First *several months* were spent discussing how useful data could be provided back to Mail Owners if detailed 11-Digit delivery point barcode information could not be provided due to privacy concerns
 - ◆ The group proposed a Customer (Source) Key, available for use by the Mail Owner, to categorize groups of customers at some aggregate level
 - ◆ USPS Program Management Office developed a viable solution to provide 11-Digit detailed information during the pilot program



Appendix C – Summary of Feedback Loop

❑ Post Campaign File – Mail Owner to USPS

- After the campaign is complete, the Mail Owner would provide a Post-Campaign Mailer Results file to USPS
 - ◆ Optional based on Legal Agreement reached
 - The image below shows a general file format that was created. This file could contain several additional columns of data that would be variable, used as deemed appropriate by the Mail Owner
 - USPS goal is to see responded and converted information

Mailer List*	Customer (Source) Key	Responded*	Converted*	919 Scan	Date/Time of Conversion	Response Method*	Medium	Value
06601-4413-12	A	Y	Y	1/1/2016 6:45 AM	1/1/2016 9:45 AM	Online	Desktop	45.36
06601-4413-13	B	N	N	1/1/2016 6:46 AM	-	-	-	-
06601-4413-14	C	N	N	1/1/2016 6:48 AM	-	-	-	-
06601-4413-15	X	Y	Y	1/1/2016 6:50 AM	1/1/2016 10:50 AM	Online	TV	53.22
06601-4413-16	Y	Y	N	1/1/2016 6:52 AM	-	Mail	-	-
06601-4413-17	Z	N	N	1/1/2016 6:45 AM	-	-	-	-
06601-4413-18	A	Y	Y	1/1/2016 6:46 AM	1/2/2016 3:45 PM	Online	Mobile Phone	55.60



Appendix C – Summary of Feedback Loop

❑ Post Campaign File – USPS to Mail Owner

- When providing USPS data back to Mail Owners, the team proposed that these options be considered:
 - ◆ USPS provide raw line data
 - Option 1: with ZIP Code info for the Mail Owner to analyze and compile
 - Option 2: w/o ZIP Code info, at the Customer (Source) Key level for the Mail Owner to analyze and compile
- The group defined the data elements that would be required by Mail Owners to conduct detailed data analysis, as they do with other media channels



Appendix C – Summary of Feedback Loop

❑ Post Campaign File format

- Broken down in two images for sizing purposes
- Additional fields will be added based on additional Mail Owner and MSP feedback
 - ◆ Examples: as full IMb and Submitter CRID to enable MSP to submit file on Mail Owner's behalf

MAILER_ID	MAILER_NAME	CAMPAIGN_CODE	CAMPAIGN_TITLE	START_DATE	END_DATE	ZIP11
123456	ABC CO	ABCCO030215	ABC CO March Edition	3/29/2016 0:00	4/1/2016 0:00	10028093400
123456	ABC CO	ABCCO030215	ABC CO March Edition	3/29/2016 0:00	4/1/2016 0:00	10028093812
123456	ABC CO	ABCCO030215	ABC CO March Edition	3/29/2016 0:00	4/1/2016 0:00	10128093517
123456	ABC CO	ABCCO030215	ABC CO March Edition	3/29/2016 0:00	4/1/2016 0:00	10228093203
123456	ABC CO	ABCCO030215	ABC CO March Edition	3/29/2016 0:00	4/1/2016 0:00	10328093787
123456	ABC CO	ABCCO030215	ABC CO March Edition	3/29/2016 0:00	4/1/2016 0:00	10028093234
123456	ABC CO	ABCCO030215	ABC CO March Edition	3/29/2016 0:00	4/1/2016 0:00	10048093812
123456	ABC CO	ABCCO030215	ABC CO March Edition	3/29/2016 0:00	4/1/2016 0:00	10028093620

WHENPOSTEDTODASH	WHENWASEMAILSENT	IMAGEWASINEMAIL	IMAGEPOSITIONINEMAIL	WASEMAILOPENED	WHENWASEMAILOPENED	WASCLICKEDTHROUGH	WHENCLICKEDTHROUGH	SOURCE
04/13/2016 08:52:23	04/13/2016 09:03:23	Future	Future	Y	04/13/2016 10:03:23	Y	04/13/2016 12:03:43	E
04/13/2016 08:53:23								
04/13/2016 08:52:45					Y	04/13/2016 11:04:23	D	
04/13/2016 08:52:13	04/13/2016 09:05:01			Y	04/13/2016 11:05:01			
04/13/2016 08:52:37								
04/13/2016 08:52:45	04/13/2016 09:04:13			N				
04/13/2016 08:51:23								
04/13/2016 08:54:23	04/13/2016 09:05:53			Y	04/13/2016 10:25:53	Y	04/13/2016 10:26:03	E



Appendix C – Summary of Feedback Loop

- ❑ Information would be compiled at the campaign level – it would be shared immediately before and after each campaign is completed within the testing timeframe
 - Longer term, it is proposed that information be shared back using existing extract file time periods and methods (as used for IMb tracking, etc.)

- ❑ General Notes/Comments:
 - All subgroup members recognized and agree that, overall, the “B” test group (of Informed Delivery™ subscribers) will be very small compared to the larger test “A” group within each campaign, down to single digit levels of saturation within a single mailing list.
 - The objective of the pilot is to get a compelling early story based on the data available. It may not reach a traditional industry standard of statistical validity.

❑ Feedback Loop – Long Term Solution

- For the long term Feedback Loop conversation, the subgroup initially looked at all of the possible information that could be gathered and shared back with the Mailing industry to help inform their marketing decisions.
- We looked at the informational data elements generally required today in pre-mailing files (such as MID, Job ID, etc.) and data elements new to the program (ride-along image/supplemental content and URL).
- The following listings contain the elements that were identified.
 - ◆ Some items from the Short Term Solution are repeated in this listing
 - Most of the items listed were included in the file format for mail.dat/PostalOne!



Appendix C – Summary of Feedback Loop

□ Data Elements

- The data elements defined below would be in addition to the current/regular information that Mailers provided in their pre-mailing files to USPS. Required fields indicated by asterisk (*)
 - ◆ Mailer ID*
 - ◆ Campaign Code*
 - ◆ Campaign Title*
 - ◆ Sequence Numbers (required for multiple campaign treatments*)
 - ◆ Job ID (is required for other than Mail.dat or Mail.xml file – this is a BCG requirement)
 - ◆ Mail (Campaign) Start Date*
 - Drop Date
 - In Home Date



Appendix C – Summary of Feedback Loop

□ Cont'd

- Mail (Campaign) End Date*
 - ◆ Including tail
- Supplemental (ride-along) content (at least one is required for a campaign)
 - ◆ Image* & URL*
- Indicator of type of feed Mailer would like (example: bundle)
- Demographics
 - ◆ If mailer provided demographic info up front, they would like USPS to provide aggregate level data back against that information.
 - Example: Age, income, HH size, etc. Groups broken down into 3 categories (18-35, 36-55, 56+)
- Consumer IP address
- Consumer Status: Ineligible, eligible but haven't signed up, signed up



Appendix C – Summary of Feedback Loop

□ Cont'd:

- Geo-location of where click through was conducted
- Type of device (desktop or mobile, if mobile, android, iPhone, etc.)
- Number of images in email and the Mailers position within the email (2nd part already in short term table)
- Dimensions and shape of image (covered by email software)
- Number of mailpieces within the email that are Standard Mail vs. FCM, etc. Note:
 - ◆ This would be derived from the inbound mailer file, not necessarily images.
- Feedback on instances where the image is delivered on a different day than the actual mailpiece.
 - ◆ Note: This could be derived potentially by a bundle scan of delayed mail. Reference: existing Beta test – Mailer subscribe to the bundle feed – like they would piece data, pallet data, etc.



Appendix C – Summary of Feedback Loop

- ❑ USPS would provide all elements needed so that Mailers can conduct analysis on their end.
 - The architecture would need to be established up front to accomplish the last two bullets in the prior listing.

- ❑ Discussed when the file submission would be required
 - Preference would be to keep it in line with the existing submission timeline. Mail.dat triggers payment, etc.
 - In theory, this would be suitable for a campaign as well - the campaign would begin once the mail is inducted.

Appendix D



Appendix D – Summary of Impact on Response Rates

❑ We looked at issue of measuring Response Rates...

- General concerns with potential adverse impacts to response rates
- Largely from the aspect of helping to define whether or not the testing conducted by USPS would be statistically valid
- Conducted in a way that, when shared at an aggregate level, would provide a compelling early story

❑ Additional information is provided that relates to a national implementation view

- This breakdown could give intel on different value propositions to different mailers/mail types and find a way to measure the benefit to some w/o harm to others
 - ◆ Example, a retail offering soars and a credit card offering or non-profit offering suffers



Appendix D – Summary of Impact on Response Rates

☐ **The group classified participating mail into categories**

- Each Mailer would voluntarily provide (self-report) the information below prior to the campaign start date
 - ◆ Note: the submission of this information is not required for test participation

☐ **Class of Mail:**

- First-Class Mail (Letters or Flats)
- Standard Mail (Letters or Flats)
- Non-Profit (Letters or Flats)
- Periodicals (Flats, some newsletters)



Appendix D – Summary of Impact on Response Rates

❑ Mail Type Examples:

- Advertising
- Bills and account statements
- Informational/Educational
- Other

❑ Look and Feel/Creative Approach Examples:

- Promotional or Non-promotional-looking
- Exteriors that talk about free offers/trials
- Pieces that rely on intriguing the reader to go inside
- Pieces that rely heavily on a familiar brand
- Address information is on “promotional side” (if applicable)



Appendix D – Summary of Impact on Response Rates

□ General Campaign Details

- Number of mailpieces expected
- ZIP Codes targeted (at the 3D or 5D level)
- Type (Acquisition, Loyalty, Cross-Sell, Billing, etc.)

□ Respondent method examples:

- Mail/hardcopy
- Online
- In-Store/Person
- Phone
- Multi-Channel/Omni-Channel



Appendix D – Summary of Impact on Response Rates

□ Sizing:

- The group discussed how many mailings/tests we would need to get in each category to be considered statistically valid.
 - ◆ Example, if 1% of the addresses in the test region are registered Informed Delivery™ subscribers, then a 1 million piece nationwide mailing that sends 100,000 pieces into the region should average about 1,000 Informed Delivery™ subscribers and if the mailing gets 2% response rate, that would be 20 responding to mailing.
 - In this example, 1% market penetration would not be sufficient to read the results of a single test (however, multiple tests may help provide this).
 - ◆ Ultimately, statistical validity depends on the sizes of the tests (number of mailpieces and percent of subscribers on the list) and the total number of tests and campaigns conducted.



Appendix D – Summary of Impact on Response Rates

- ❑ **It is possible that we will not be able to get enough tests in each category noted above by the end of the current test period, which is Sept 30, 2016.**
 - At a minimum, this information will be anonymized and presented at the aggregate level to achieve our goal of having a compelling early story.

- ❑ **Comparisons – Sample Size and Demographics:**
 - The WG recommends that we compare the response rates, both for each mailing and by category, for when people were notified (see the campaign in the daily notification email) vs. when they weren't.
 - We discussed the need to find people like subscribers that aren't getting notifications and whether or not a non-subscriber base can serve as a (an equal) control group.



Appendix D – Summary of Impact on Response Rates

❑ Preferred method

- Match any bias (such as demographic splits). This should already be addressed in some statistical way in the Mailer file already. In this case, the control group would be considered similar.
 - ◆ This isn't a perfect read because there are other forms of selection bias; however, it is a viable consideration. In the experience of the WG we have designed the test proposal to read (be aware of) significant bias on critical factors, such as age and gender.
 - ◆ The introduction of Customer/Source Key came up in the Feedback Loop discussion. This key is derived and provided by the mailer, so the number of keys will vary by mailers. Any key without sufficient volume would result in that dataset being combined at a higher aggregate level.
 - USPS will need to roll up results at an aggregate level to reduce “noise”. This may be done amongst mailers or with a single mailer given enough campaigns.
 - ◆ There is no clear definition as to how many categories/statistical groups the mailer could break down.



Appendix D – Summary of Impact on Response Rates

□ We care about the totals...

- Both good and bad
 - ◆ If a sufficient percentage of mailings within a category were significantly hurt (had a decline in responses), this should be reported as well.
 - ◆ This would be measured based on any split tests conducted by the Mailer and any base/historical response information for similar campaigns.
 - ◆ If possible, we should include input from non-Mailers, especially those that fall into the saturation/non-automation mail category.
- Results may be impacted differently for in-house customer lists versus outside prospect.



Appendix D – Summary of Impact on Response Rates

- ❑ **Would like to know the difference between registered and non-registered subscribers**
 - If they are generally in different age brackets, HH size, incomes, etc. and how they tend to respond to mailings.
 - Data scientists could look at geographic and demographic information on registered vs. non-registered to determine bias factors.
 - Note: USPS is not gathering demographic data at this time. This would require some type of Q&A upon enrollment.
 - Mailers would like USPS to provide information back on who was offered Informed Delivery™, but declined. Those that received the offer and decided not to Opt In.



Appendix D – Summary of Impact on Response Rates

- ❑ **Without a holdout group of registered users, some group members felt that we couldn't get a true reading**
 - It was suggested that a subscriber could have the service, however, not get an image of their letter, like flats. USPS is not supporting image suppression at this time.
 - ◆ Keep in mind the goal is to get a compelling early story and that it is understood from the discussion that the results may not be considered statistically valid

- ❑ **Comparisons – Image and Placement:**
 - Other aspects of the mailpiece or email image would also be worth testing, too, since that knowledge could improve results for mailers and USPS.



Appendix D – Summary of Impact on Response Rates

❑ We assume that the location within the email or dashboard could matter

- A randomized design and assignment would show this. At this time, all images are compiled based on when the mailpiece is processed.
 - ◆ The group discussed whether or not this is truly random. A truly randomization would be that the images are randomized after processing, regardless of scanning/processing order.
 - ◆ The group suggested that USPS take images and completely randomize them after sorting, not put them in order as sorted. Note: this could have an adverse impact on the time to compile and deliver the emails to consumers.
 - If the order that the mail was placed on the equipment does matter and it can't be randomized after processing. This could be based on the decimal points within the time stamp, for example.
 - ◆ Overall, randomization gives us important information on “Position 1 gets X times response” vs. Position 2, etc. This type of finding supports value.



Appendix D – Summary of Impact on Response Rates

■ Cont'd

- Currently, the “statements” can come before any images. Additionally, there is a “statement” provided for each piece of mail.
 - ◆ The recommendation is that images should always be first and statements afterwards. Also, there should only be one “statement”. In the future, if the USPS could provide information on the Mailer, that would be more beneficial than just a statement. Or a list of all Mailers, regardless of mailpiece size, with links where available.
- Forcing a priority, such as having all campaigns at the top of the email or dashboard, could give a better understanding of value as well. However, if we let the images and campaigns flow through randomly we get a better read on the results initially.
 - ◆ USPS could consider leveraging the placement issue if the use of campaigns and placement is monetized at some point in the future.
 - ◆ We could build in the capability to allow a pre-specified position for campaigns. Maybe program both options so that a campaign position could be pre-specified within an email or random within the email.



Appendix D – Summary of Impact on Response Rates

☐ Mailer Test Examples:

- A/B tests will be used to show the difference in responses between test and control groups. Some examples are provided below.
 - ◆ 10K people = A/Control non-registered; 1K people = B/Test registered
 - ◆ 10K people = A/Control non-registered user; 1K registered users split into B/C Test groups (500/B and 500/C). Mailer could measure different treatments within the email.



Appendix D – Summary of Impact on Response Rates

❑ **Types of Tests to consider for Letter-Sized Mail:**

- B&W/Grayscale images only
- B&W/Grayscale image with Ride Along content – image only
- B&W/Grayscale image with Ride Along content – image and URL
- B&W/Grayscale image with Ride Along content – URL only
- No images at all (suppression is not currently programmed/supported)

❑ **Types of tests to consider for Flat-Sized Mail:**

- “Statement” only
- Replacement image only
- Replacement image – with URL
- URL only



Appendix D – Summary of Impact on Response Rates

□ Measure

- Existing vs. future volumes
- Page sizes (if applicable),
- Weights of the mail type categories listed based on each of the bulleted items:
 - ◆ 1st Class Letters, 1st Class Cards, 1st Class Flats, STD Letter, STD Card, STD Flat, PER Flat
- B&W Image
- Full Color Image
- Image w/Purl or clickable button



Appendix D – Summary of Impact on Response Rates

Additional Mailer Test Examples: for a full listing, refer to the Resolution Statement

#	Universe A	Universe B	Additional Info	Measuring	Why
1	Non-users at addresses in the test area in a mailing.	From the same mailing, registered users.	Indicate what Mailer submitted (image only, image and URL, etc.)	Response rates by channel.	To test migration among channels when somebody participates in the email program. Note: Users and non-users may have different inherent response rates and response patterns, so differences may be caused by selection bias. Segmenting the list may reduce this concern.
2	Registered users in the program, with B&W/Grayscale images only			Response rates by channel.	Baseline to measure statistics on general impact of pilot program.
3	Registered users in the program, with B&W/Grayscale images only	Registered users in the program, with Ride Along content – image only		Response rates by channel.	Measure the positive or negative impact of using a Ride along image. Mailers could test different images against each other.
4	Registered users in the program, with B&W/Grayscale images only	Registered users in the program, with Ride Along content – image and URL		Response rates by channel & click through rates.	Measure the positive or negative impact of using a Ride along image and URL.
5	Registered users in the program, with B&W/Grayscale images only	Registered users in the program, with Ride Along content – URL only		Response rates by channel & click through rates.	Measure the positive or negative impact of using a URL.
6	Registered users in a mailing, with randomized position of image in email		Report results by position number	Click and order rates.	To determine how much position impacts click and order rates. Note: USPS can analyze click rates without input from mailers.
7	Each class/category of mail	Each other class/category of mail		Click rates on links	Do bills and transactional mail get higher or lower click rates than advertising mail?
8	One sales approach on a mailpiece.	A very different sales approach on a mailpiece.		Impact on overall response rates.	Within a class or category of mail, to find out if certain types of graphics or messaging on the image help or hurt response. (For example, advertising mail that is clearly promotional vs plain vanilla.) Someone (mail owner and/or USPS) will need to identify categories, and categorize the creatives, either beforehand or afterward. Note: This test will be unreadable until we have a large number of registered users. Even then, it will be necessary to look at response patterns in multiple tests.